

**SYSTEMS AND METHODS FOR MULTIMEDIA MESSAGING
IN A CABLE OR SATELLITE SUBSCRIBER SYSTEM**

ABSTRACT OF THE DISCLOSURE

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The present invention comprises customizable, multimedia messaging over a subscriber television system, such as a cable or satellite system, utilizing a service independent framework. The present invention comprises a multimedia messaging (MMM) server generally located at a headend of a cable or satellite system, and an MMM client at a 10 communications terminal located remotely with respect to the MMM server. A service provider or operator defines a message configuration that is utilized to present the message content to one or more subscribers. The message configuration includes parameters that control the presentation of the message content. The MMM server receives an MMM request from a service application, and in response thereto, generates an MMM request 15 which is sent to the communications terminal, and more particularly, to the MMM client. The MMM client processes the MMM request, including the retrieval of any message content or the message configuration. The MMM client then presents the message to the subscriber. Since the MMM server and MMM client are platform independent, any number of different services may send uniquely generated and uniquely designed messages for presentation to a 20 subscriber(s).